

EDUFAX**UNIVERSITY OF WASHINGTON**
RECEIVED College of Education

JUN 17 1994

CC MAIL ROOM

Message Center

222 Miller Hall, Mail Stop DQ-12

Seattle, WA 98195

Facsimile Phone Number (206) 543-8439

Voice Phone Number (206) 543-4447

DATE

6/16/94This transmission, including this cover page, contains 2 pages.FROM: Marilyn CohenVoice Phone Number: (206) 543-9414

To Whom It May Concern:

I received incorrect info on E-mail today and found after drafting this message that I was unable to send it. I would appreciate having our comments considered and am sending my E-mail message via FAX. Thank you for giving this matter your

Please deliver this fax to the following individual:

ATTENTION: Secretary, FCCFirm or Department: FCCVoice Phone Number: 202-632-6975Facsimile Phone Number: 202-653-5402

attention.
Sincerely,
Marilyn Cohen

Date: Thu, 16 Jun 1994 12:16:11 -0700 (PDT)
From: Marilyn Cohen <macohen@u.washington.edu>
To: wcaton@fcc.org
Subject: Children's Television

Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL P.2

94-48

RECEIVED

JUN 17 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

In reference to MM Docket Number 94-48, the Foundation for Family Television, a grassroots groups formed two years ago in Washington State to address citizen frustration with the quality of family programming, wishes to express its great concern with children's programming as it currently exists. In an attempt to look directly at issues of quality, the Foundation initiated a new television award called the PIXI. The PIXI named for the pixel, the smallest component of the picture and its magical connection to the child, the smallest element of an audience, is intended to focus attention of our local communities on community definitions of quality in programming for children. Those experts who determine the winners of the awards are not media critics, rather they are groups of professionals who work with children and families in our local communities; reviewers also include concerned parents. The PIXI is based on the message of the program, a fact which makes it a unique award.

Last year our panel of experts determined that qualities we were looking for in programming included: promoting curiosity and learning in math, science, etc.; cultural sensitivity--programming that respectfully and without stereotype reflects the rich diversity of our society including the racial, ethnic, gender and generational diversity of the world in which we live; life lessons--programming which portrays real life situations with believable results that models for children credible responses to life problems; time perspectives--programming which imaginatively depicts life in other times and places rendering viewers geographic as well as time perspective; etc. These few sample categories illustrate some of the qualities reviewers were seeking in programming. Unfortunately, there were few competitors for the awards; given the amount of programming available, the list of program nominees was shockingly small.

This year's PIXIs had the theme of Alternatives to Violence, programs which avoid violence as a solution to problems or manage conflict so that it does not result in violence. Local programming was also cited which provided a perspective on the issues of violence and solutions occurring in our community. Once again the number of contenders for the PIXI were few.

We have great concerns about quality programming. All who have been involved in the Foundation's grassroots groups across Washington are deeply concerned about the ways in which the needs of children and their families are currently being served by existing programming.

We would be very happy to discuss our concerns with you at greater length. Thank you for giving our comments your attention.

Marilyn Cohen, Ph.D.
Executive Director
Foundation for Family Television
and Director, Early Childhood Telecommunications Project
University of Washington

No. of Copies rec'd
List A B C D E

Copy